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# POTTER'S

## ANNUAL CATALOG OF SMALL FRUIT PLANTS

Strawberry, Raspberry  
Blackberry

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1 9 3 2  
.....

Grown and Shipped

BY

E. W. POTTER

LESLIE

MICHIGAN

## **PREMIER (Per.)**

No doubt, the most popular early berry ever introduced.

The profits received from crops of Premier have made it first choice among all successful Strawberry Growers throughout the country, who know and demand the best, and who have found from their experiences that this variety will produce more dollars per acre than any other variety offered today.

It is the best early variety we know of. This feature alone makes it a fast money-maker, for it fruits at a time when Strawberries are in great demand and bring the top price. The Plants are sturdy, healthy, and long rooted.

They bear an enormous crop of large Berries, bright red color. Ripens without green tips.

The fruit presents a very pleasing appearance on the market.

Don't make a mistake. Add Premier to your order.

## **MASTODON (Per.)**

Strawberry Growers everywhere now recognize this variety as the most profitable Everbearing Strawberry grown. We have received a great many favorable reports on this wonderful fall-bearing variety.

Many varieties of Everbearing, both before and after Mastodon was introduced, have been grown and offered for sale. Some of them have their good points. However, up to the present time, Mastodon is so far superior to all other sorts that we will continue telling our friends it's the best, until we find a better one.

Mastodon succeeds in a wide variety of soils and climatic conditions. The Plants are extra vigorous in manner of growth. The Berries are mammoth in size; they are a rich, glossy red in color, firm in quality, and delicious in flavor.

The only way you can ever appreciate this marvelous Strawberry is to grow it yourself.

"Don't forget"—they should be planted early in the Spring to do their best.

Plant Mastodon in Early Spring, and pick big, red Strawberries in the Fall.

# The Visit

If it were possible for the writer to call upon you some rainy day, or evening, when you were not busy, I am sure you would give him an order for Plants, because everyone likes fruit, and wants it.

The facts are, so many neglect to order Plants until it is too late. Every year we receive many letters in June and July, asking if we can supply Plants at that time, or later.

We believe your intentions are good, and we know you all want a few plants. Why not send in your order when you receive this catalog? This book is our only salesman.

We have a nice crop of plants this year, and our prices are low. We could write pages of encouraging talk to the small Fruit Grower, and tell him about the profits to be derived from Strawberries and Raspberries, but I am sure it is not necessary.

Received only a short time ago a letter from one of our good customers, saying he made \$600 from one acre of Premier Strawberries in 1931. (Not so bad.)

Regardless of what anyone tells us, we are sure the depression is still on. Could there ever be a better time than now to get started in growing small fruit?

We certainly appreciate your orders, and will say "Thank You."

"Your kind letters are also appreciated.

Don't forget—order your plants now. Pay March 15th.

Sincerely,

E. W. POTTER.

# INSTRUCTIONS TO PURCHASERS

## ORDER EARLY

It will insure you getting the varieties you want and it will help us to get your plants shipped promptly when you want them.

**PLEASE** remit by P. O. Money Order Express Order, Registered Letter or Bank Draft.

## LOST ORDERS—

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, **PLEASE WRITE PLAINLY**, giving full particulars, NAME AND ADDRESS.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, **PLEASE WRITE PLAINLY**, especially your name.

**TERMS:**—Payment must be made before shipment of plants. If not convenient to remit entire amount when order is sent remit not less than one-fourth of the amount of the order and your order will be booked and held for you and you can remit the remainder when convenient, before shipment of plants.

**WE GUARANTEE** the safe arrival of plants in good condition if sent by mail or express by May 1st.

**WE TAKE** the greatest care to have all plants true to name and seldom ever have a complaint, but should any prove otherwise than represented, we will not be responsible for any amount greater than actually paid me for the plants.

**CLAIMS**, if any, must be made on receipt of plants when they will be carefully examined, and if just, made satisfactory.

**FOR OUR RESPONSIBILITY** address with stamp the People's Bank, Leslie, Michigan, postmaster, express agent, or any official, professional or business man of the same place.

**WE MAINTAIN OUR GRADE** by a careful selection of stock plants, and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

**OUR PLANTS ARE FRESH DUG** as wanted, nicely trimmed, ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we **guarantee safe arrival in good condition by express or mail to all parts of the United States. Plants by freight at buyer's risk.**

**TRUE TO NAME.** We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than the amount paid for such stock.

**SUBSTITUTION.** Early in the season we have everything listed in this catalogue, but late in the season usually sell out of some varieties. In case we are out of varieties ordered please say if we shall substitute some variety of same season, suitable for your locality. We always notify customer if we have time to receive your answer before you wish plants shipped, but in case you do not request us to substitute we shall return the amount for the plants we do not have.

**OUR PRICES AVERAGE LOWER** than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Department of Agriculture. We invite investigation at all times.

## HOW TO GROW STRAWBERRIES

Strawberries are grown successfully on light, sandy soil, and on heavy, clay soil, although—like most other crops—they respond very quickly to fertile, well-drained soils that are full of humus.

In selecting a soil, keep in mind that any good garden soil will produce Strawberries. Sod land should be avoided on account of white grubs and cut worms.

If planting a large acreage, it is well to select a field that has been planted to some hoed or cultivated crop, where grass and weeds have been kept down and not allowed to go to seed.

Clipping the roots is not necessary, if you can get the roots into the soil without doubling them up.

Plant as early as possible—soon as weather will permit getting ground ready.

Be sure to order early. Early selling pays big. The plants start quicker, grow better, and make better beds than late set plants. Take pains in setting. It pays.

We plant rows four feet apart. Plants fourteen to eighteen inches in the row.

Set plants on arrival, if possible. Dip the plants in water just before planting.

Plants should be cultivated and hoed as soon as they start growing.

**It Is Very Important** at the first hoeing to uncover the buds of any plants which have been planted too deep.

Cultivate often. Keep the weeds out, and you will be pleased with results.

# CULTURAL DIRECTIONS

## MATING—

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.) set every third or fourth row to properly pollinize the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts; but this is not so. The perfect are self-pollenizing, and bear as well if set by themselves.

## TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready.

We are anxious at all times to please our customers, who in some way fail to get their plants in the spring, by sending them a few in the fall. However, spring is by far the best time to plant strawberries. Spring planting is preferred because weather conditions are more favorable and because the plants come into bearing the next season. Fall set plants have to go through two winters before they start to fruit and the effect of winter is never beneficial to their plantation. To those who are unfortunate and do not obtain their plants in the spring, we will gladly supply their needs at double the price in catalog.

## NORTHERN GROWN PLANTS

A strawberry is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while the strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

**THE DESCRIPTION** of the different varieties is as they have done with me at fruiting time. Varieties that I have not fruited I have given originator's description, or others, that I consider best authority.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

## WE SHIP PLANTS

to Southern customers during mild weather any time after they receive this catalog, and to the North as late as the 15th of May, but for all sections it is advisable to order early, and name date of shipment as early as you can use the plants. Plants shipped early have less foliage, can be packed lighter, and if planted almost always do well.

## OUR SHIPPING SEASON

begins with the Southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it to us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

## REMOVING THE BLOSSOMS—

Strawberry plants that are set out this spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossoms your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE—

1 x 1 foot.....	43,560	5 x 3 feet .....	2,904
2 x 1 foot.....	21,780	5 x 4 feet .....	2,178
2 x 2 feet.....	10,890	6 x 1 foot.....	7,160
3 x 1 foot.....	14,250	6 x 8 feet .....	3,360
3 x 2 feet.....	7,260	6 x 3 feet .....	2,420
3 x 3 feet.....	4,840	6 x 4 feet .....	1,815
4 x 1 foot.....	10,890	6 x 5 feet .....	1,425
4 x 2 feet.....	5,445	6 x 6 feet .....	1,210
4 x 3 feet.....	3,630	7 x 1 foot.....	6,122
4 x 4 feet.....	2,723	7 x 2 feet .....	3,111
5 x 1 foot.....	8,712	7 x 3 feet .....	2,074
5 x 2 feet.....	4,356	7 x 4 feet .....	1,555

# Plants We Grow

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## **BLAKEMORE (Per.)**

A new variety introduced by the U. S. Department of Agriculture in 1930. Said to be a cross of Premier and Missionary. This variety has been offered to the public with pretty strong endorsement from Agricultural stations and Private growers. From what we have seen of this new variety we would not hesitate to endorse it. It much resembles the Premier in shape and color, but is a little firmer, making a better shipper. It makes new Plants much more freely and it is a heavy Producer of fancy high-colored fruit like the Premier. It has a beautiful bright red color, tough skin, firm flesh and excellent flavor. Some claim it to be a little earlier than Premier. We have only a limited number of Plants and cannot supply them in large quantities.

## **KING WEALTHY (Per.)**

Very late. Introduced by us a few years ago. We still think as much of it as ever. It is a good Plant Maker. Has a strong staminate Blossom. Fruit large, handsome, well shaped and dark red. Quality, equal to the Best. Plant King Wealthy and get the Big Money after the midseason varieties are gone.

## **SEN. DUNLAP**

Midseason. The old reliable King of the Canners. This variety has given general satisfaction in almost all sections and all kinds of soil, and the demand for plants increases each season. It makes plants of only medium size but tough and hardy, with long roots and a surprising capacity for enduring hardships. It is very productive and usually matures every berry. They are of good size, bright glossy red, and of excellent quality. It is a first-class shipper and retains its brightness after being picked.

## **RED GOLD (Per.)**

Early. Sometimes called the sugar saver. This new variety is said to be gaining in popularity very fast, due to its delicious flavor, being very sweet and recommended for preserving. The berries are large and shining red in color. Does not contain much acid. Plants are very healthy and vigorous, making ned runners freely, resembling the Dunlop in this respect. We consider the new variety especially valuable for the home garden. We would urge you to get a small start this season. Our stock is limited, so order early.

## **HAVERLAND (Imp.)**

Midseason. One of the best of the old Standard Varieties. Very Productive. Fruit of good size, rather long, light red, good quality. Plants large and vigorous. Imperfect Blossoms, set near some variety of same season.

## **BEAUTY (Per.)**

Late. Said to be a late berry wherever grown. The Plants make a good growth, look healthy and strong. New variety, not fruited here.



## **GIBSON (Per.)**

This variety was introduced by a Western Michigan Nursery man several years ago. Understand that it is being grown throughout the State very extensively, because it produces large crops of fine berries and is noted for being very firm, making it a good shipper. We find it just a little later than Dunlap. The Gibson is a beautiful dark red berry of excellent quality and flavor. Unlike some varieties, it does not become small during the last picking. The Plants are long rooted and will withstand much dry weather.

## **DR. BURRILL (Per.)**

Midseason. The variety has been called the "Million Dollar Strawberry." It was originated by Mr. Reasoner, of Illinois, who originated the Dunlap. It is claimed to be an improved Dunlap. We find them very similar. However, it is a good variety to plant. It makes a good Plant row and produces large crops of fine dark colored berries.

## **LUPTON (Per.)**

Late. A late shipping berry. It resembles Chesapeake in many ways. However, it makes a better Plant row. The quality is only fair, but will fill the crates. Worthy of trial.

## **COOPER (Per.)**

Midseason. This is probably the largest Strawberry grown and is also a heavy cropper. It makes only a few strong, healthy Plants rather than a thick bed of smaller Plants. The berries average very large in size and the quality is excellent. Its main value, we think, will be for local market when growers can obtain a premium for large, fancy berries.

## **SAMPLE (Imp.)**

Medium Late. An old standard variety still popular in many sections. Plants are vigorous growers and very productive. Berries are very uniform in shape. Medium to large size, good flavor and attractive in appearance. Blossoms are imperfect. Pollernize with some variety like Aroma or Dunlop.

## **AUG. LUTHER (Per.)**

Early. One of the old standard varieties. For many years we called it the best early sort. Fruit large, glossy, bright red, firm and of good quality.

## **AROMA (Per.)**

Late. One of the old standard varieties. In some sections continues to be a favorite in spite of the many new varieties being introduced. Fruit is large, bright red in color to the center and has a delicious flavor. Its firmness of texture makes it a great shipping berry. We are usually sold out on this variety before the season is over.

## **PROGRESSIVE (Per.)**

This is the variety that put the everbearers in popular favor. It remained the outstanding everbearing variety until the introduction of Mastodon. Compared to Mastodon, it makes a vigorous plant growth, equally productive, although the berries average smaller in size, but better in quality. It is still liked by many on account of the quality. We have some nice plants at a very reasonable price. Plant in April, keep blossoms picked until July 1st, pick in September.

## **RED RASPBERRIES**

Latham. Famous New Variety.

There is no question but what this variety is the finest and most profitable Red Raspberry grown today. Although new, it has long passed the experimental stage. It has proven enormously productive in a commercial way, yielding one-half again as many quarts per acre as Cuthbert. It is excellent for shipping, being very firm for reds. The berries are extremely large, often bringing 10c per quart more than other varieties on the market. It is large, handsome and delicious from beginning. Our supply of Plants is limited this Spring. No doubt will be sold out before the season is half over. If wanted, order early.

## **BLACKBERRIES**

ELDORADO. We have grown practically all varieties of Blackberries, but the Eldorado is so much superior to all others that we grow and sell only this variety.

It is unusually hardy. Have never known it to winter-kill, or fail to produce a good crop of fruit.

The berries are very large, jet black, and of excellent quality.

If you want Blackberries, plant the Eldorado.

## **BLACK RASPBERRIES**

CUMBERLAND. The old standby. A big money-maker in all sections. No doubt, the most popular Black Cap at the present time, because of its great size, firmness, and productiveness.

The fruit is jet black in color, giving it a beautiful appearance. Canes are hardy, strong and vigorous. Will withstand the most severe winter weather unharmed.

Our plants are fresh dug at shipping time.

**Our Raspberry Fields Have Been Inspected Twice  
by the State Inspector During the Past Summer and  
Pronounced Free from Disease Both Times.**

## FREE PLANTS

We would like to get the names of the people in your section whom you think would be interested in small fruit. If you will send us their names, we will include in your order some free plants. This favor will be greatly appreciated.

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## TO COMPUTE AMOUNT OF POSTAGE

First ascertain the group in which you are located and then refer to list below which will tell you the amount of postage to send.

- Group 1—Central and Northern Michigan, Southeast Wisconsin, Northeast Illinois, Central and Northern Indiana, Western Ohio.
- Group 2—Balance of Wisconsin, Illinois, Indiana and Ohio.
- Group 4—Minnesota, Iowa, Missouri, Arkansas, Kentucky, Tennessee, North Carolina, Virginia, West Virginia, Pennsylvania, New York.
- Group 4—North Dakota, South Dakota, Nebraska, Colorado, Kansas, Oklahoma.
- Group 5—Montana, Wyoming, Idaho, Utah, California.

- |             |              |                        |
|-------------|--------------|------------------------|
| Group 1—Add | 10c for each | 100 Strawberry plants. |
| Group 2—Add | 14c for each | 100 Strawberry plants. |
| Group 3—Add | 21c for each | 100 Strawberry plants. |
| Group 4—Add | 28c for each | 100 Strawberry plants. |
| Group 5—Add | 35c for each | 100 Strawberry plants. |

25 Raspberry or Blackberry plants take the same postage as 100 Strawberry.

Write for special prices on 3,000 or more plants.

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Send to..... Box.....

Post Office..... R. F. D.....

Ship by..... Shipping Station.....

County..... State.....

Date of this Order..... Ship about.....

Amount enclosed—

Check \$..... Money Order \$..... Stamps \$..... Cash \$.....

If we are sold out of anything ordered, may we substitute? If so, what?

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## PRICES FOR 1932

All Plants shipped by express go Charges Collect. If wanted by mail, add postage. See Table, page 9.

### STRAWBERRY PLANTS

	25	100	250	1,000
Aroma .....	\$ .35	\$ .75	\$1.75	\$ 6.00
Premier .....	.25	.75	1.50	5.00
Senator Dunlap .....	.25	.65	1.40	4.50
Dr. Burrill .....	.25	.65	1.40	4.50
King Wealthy .....	.35	.75	1.75	6.00
Gibson .....	.25	.65	1.40	4.50
Blakemore .....	.75	2.00	.....	.....
Red Gold .....	.50	1.50	.....	.....
Beauty .....	.35	1.00	.....	.....
Cooper .....	.35	.75	1.75	6.00
Lupton .....	.35	.75	1.75	6.00
Progressive .....	.60	1.60	3.50	12.50
Mastodon .....	.75	2.50	5.00	18.00
Sample .....	.35	.75	1.75	6.00
Haverland .....	.35	.75	1.75	6.00
Aug. Luther .....	.25	.75	.....	.....

### RED RASPBERRIES

	25	100	250	1,000
Latham, 1 Year, No. 1.....	\$1.00	\$3.00	.....	.....

### BLACK RASPBERRIES

	25	100	250	1,000
Cumberland, 1 Year, No. 1.....	\$ .75	\$2.25	\$5.00	\$18.00

### BLACKBERRIES

	25	100	250	1,000
Eldorado, 1 Year, No. 1.....	\$ .75	\$2.25	\$5.00	\$18.00

50 Plants at \$1.00 rate; 500 at 1,000 rate.

#### CASH DISCOUNT ON EARLY ORDERS

We will allow a 5 per cent Cash Discount from Catalog List Price on all orders amounting to \$5.00 or more, reaching us before March 15th, 1932, and accompanied by Cash in Full. This applies only to cash orders of \$5.00 or over at prices listed in this catalog and does not apply to C. O. D. shipments or special quotations by letter.

## GARDEN COMBINATION

No. 1	{ 25—Aug. Luther, Early 25—Sen. Dunlap, Mid-season 25—Aroma, Late 25—Progressive, Fall Bearing	\$1.00
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No. 2	{ 50—Dr. Burrill, Early 50—Premier, Mid-season 50—Gibson, Late 50—Progressive, Fall Bearing	\$2.00
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### A REAL BARGAIN

Occasionally labels are misplaced on Plants, in field or packing house, and we are not sure what variety they are.

Some days we over-dig what we can ship on orders. They are all our best varieties, and will give excellent fruit at a considerable saving. We call such stock Bargain Plants.

\$3.50 per Thousand

### CERTIFICATE OF NURSERY INSPECTION

THIS IS TO CERTIFY, That we have examined the nursery stock and premises of E. W. Potter, Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

This certificate to be void after Sept. 5, 1932.

STATE DEPARTMENT OF AGRICULTURE

Agricultural College, Michigan, Sept. 26, 1931.